

HSMHA HEALTH REPORTS SUCCESSOR TO PUBLIC HEALTH REPORTS

Public Health Reports has a new look, a new name, and a new mission.

The new look results from the first major change of format in 19 years. The journal has been completely redesigned from cover to cover. Typographically, the new look is more modern and more bold than the former appearance. More important, the new format permits greater flexibility in the presentation of papers and articles, and gives readers what we feel is a more attractive and useful publication.

The new name—*HSMHA Health Reports*—results from the major organizational changes within the Department of Health, Education, and Welfare during the past 2 years. Formerly published within the Office of the Surgeon General of the Public Health Service, the journal now is published by the Health Services and Mental Health Administration. The new name reflects that change, so *HSMHA Health Reports* has now become the official journal of HSMHA.

The new mission also results somewhat from the organizational changes. Obviously *HSMHA Health Reports* will be interested in publishing material consistent with the goals and mission of the Health Services and Mental Health Administration. We hope to carry more scientific papers concerned with the delivery of health services and with the many facets of health care. We also feel that *HSMHA Health Reports* should be a medium of communication with health practitioners, and not be just an archivistic publication. In short, we plan to carry feature articles in addition to the scientific papers. We want to report the “now” happenings in the health field as well as to document the successes or failures of the studies and projects of the past—even though the past may be only 2 to 5 years ago.

The field of health and the fields related to community health are changing rapidly. We want to try to give our readers a look at new ideas, new programs, new projects—even when they are still relatively experimental in nature. There is always a solid niche in the scientific literature for the documented paper—and we plan to continue publication of these. But we think there also is a place for current and interesting features that may not fit into a category of scientific or technical papers. We hope the readers of *HSMHA Health Reports* will agree, and that prospective authors will submit articles for our new features section as well as continue sending scientific papers for the journal portion.

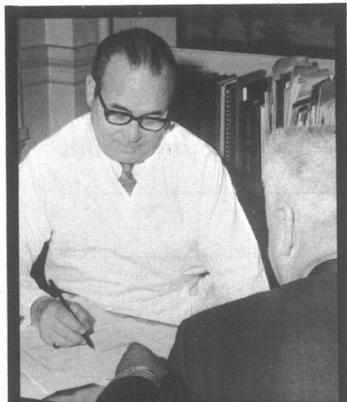
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HSMHA Health Reports

Cover photo—See the report on the economic costs of cigarette smoking which begins on page 179.



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